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SALES PROMOTION METHODS AT UKRAINIAN MARKET OF COMMERCIAL VEHICLES: ANALYSIS, EFFICIENCY, PROSPECTS

The object of an article is to define main tendencies and to estimate efficiency of the promotion methods at Ukrainian commercial transport market. B2B market requires from marketing different approach to clients. This means viewing the basic methods of promotion and their reassessment. In terms of reducing the budget for marketing companies, you need to understand how best to distribute it. Analysis of the main promotion methods at the commercial vehicle market allows to reveal main tendencies, which are used at modern stage. Main factor is specific of the market B2B, which foresees more detailed work with clients, which becomes more detailed and not mass character.

Keywords: promotion methods, commercial vehicles, company image, positioning at market, exhibition activity, corporative journals, promotional tours, corporative films, CEO-optimization, advertisement.

Setting the task in general form. The main difference of the work at the market B2B (business-to-business) consists in activity not for the final consumer of goods or services, but for companies from various spheres and branches. Difference in the main conception leads to the further difference in marketing specialists' work. Advertisement takes first place by the relative possibility of promotion method for market B2C, then sales promotion, personal sale and propaganda. Another situation is for the market B2B, where personal sale takes the first place, then sales promotion, advertisement and propaganda. Thus, conception of the marketing strategy creation is changing, and instruments are different.

One of the main factors, during contracts executing, is personal relation with clients. If interconnection between consumer and producer at the mass consumption market is of mass proportion, at the market B2B work with client is held personally and is characterized with much duration in time.

Analysis of the latest publications. Problems concerning sales promotion methods in the B2B market are investigated in the works of the following scientists: Gorev A.E. [10], Yatskivsky L.Yu. and Zerkalov D.V. [11], Masalitina V.V. [12] investigated question of the credit policy as part of the financial policy for commercial vehicles. Transport market research, analysis patterns, characteristics and the problems of the market, identify priority areas of development made Gurch L.M and Chenchuk A.M. [13]. The problems logistic of transport in Ukraine in business globalization environmental search Kindiy M.B., Mamchun M.M. and Grechun B.D. [14].

The object of an article is to define main tendencies and to estimate efficiency of the promotion methods at Ukrainian commercial transport market. According to the established

object, the following tasks are defined: analysis of the latest researches concerning promotion methods at the commercial vehicles market, reveal of the main advantages in each promotion method, which is determined as efficient, research of the these methods use among commercial vehicles main producers and dealers in Ukraine.

Main material. The research of the promotion methods efficiency concerning road-building vehicles market segment, which was conducted by company MAPKOM [2], may be determined main tendencies of the marketing specialists' work at the commercial vehicle market in Ukraine. The biggest suppliers of the road-building vehicles in Ukraine were interviewed (Table 1).

Table 1 – Results of the research on promotion methods efficiency at the commercial vehicles market (road-building vehicles segment) [2]

Promotion method	Efficiency ranking	% in budget
1. Image advertisement and expert articles in specialized mass media	5,71	1,57
2. Corporative journals, electronic catalogues, souvenir production	5,43	7,43
3. Sponsorship and participation in thematic exhibitions, conferences, round tables	6,43	5,71
4. Demonstration and roadshow on the purchasers' base	2,43	30,71
5. Promotional tours to plants for journalists and buyers	2,86	12,86
6. Loyalty programs (seasonal sales and discounts)	2,29	30,00
7. Advertisements and image films	8,43	0,29
8. Reporting in news and thematic programs on TV	8,86	1
9. Sponsorship of news and thematic programs on TV	8,86	4,43
10. Use of the famous people in advertisement campaigns	11,00	0,29
11. CEO-optimizations and banner advertisement in Internet	3,71	5,71

Quota of the exhibition and demonstration events in the companies-leaders' marketing budget is 31% and takes the first place by efficiency of the promotion methods at the road-building vehicles market, another efficient instrument is the loyalty program (Figure 1).

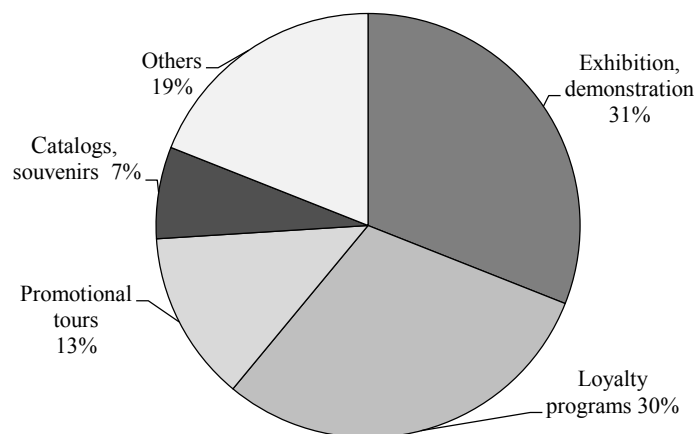


Figure 1 – Parts of promotion methods in the companies-leaders' marketing budget [2]

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Loyalty program is the total of marketing actions, directed to hold, or increase sales amounts of the product/service to the clients and enterprise corporative values promotion at the market [1]. Clients' satisfaction is the loyalty program base, and thus all powers are oriented to reveal consumers' dissatisfaction and their quick removal (Figure 2).

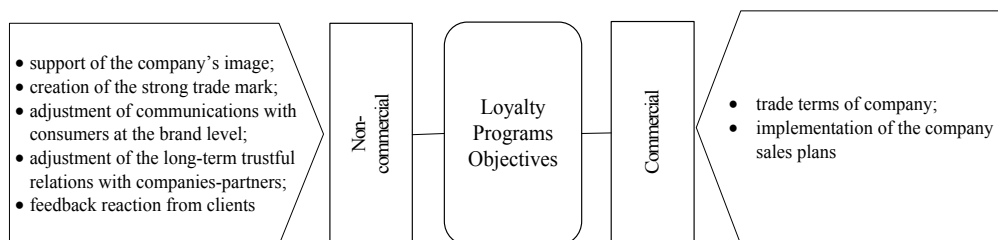


Figure 2 – Objectives of the loyalty programs, (developed by the authors)

If loyalty programs are changeable for wide use goods, and each finished stage lasts about 1 year, for goods from the market B2B loyalty programs have long-term character, and their conditions may be changed during few years. So, we analyze existing loyalty programs of the commercial vehicle producers in Ukraine (Table 2).

Table 2 – Conditions of the commercial vehicle producers' loyalty programs in Ukraine

Company producer	Details
“Automobile Company “Bogdan Motors”	Since April, 1, 2012 in the dealers' centers net discount loyalty program “Accumulator” works. Buying automobile in the auto centers from all Ukraine, clients receive funded cards, which allow to have service for car in the official net SS “Bogdan-Auto Holding” with discount from 5%. Within the discount program there are privileges for spares, services and accessories, and funded system also works. The more balance savings on the card – the bigger discount level is (maximum 10% for savings over 10 000 UAH)
PSC “Ukrainian automobile corporation (UkrAUTO)”	Having bought automobile in the net UkrAUTO or using service from service stations, clients gets funded discount card CarMan or CarWoman (at choice). Privileges of the Loyalty Program consist in participants' access to the discounts savings system for services and duplicates and additional not monetary advantages of the Program. They are not mutually exclusive, every participant has right to use privileges, which include savings discounts, and additional privileges due to its participation level in the Program. Since getting of the savings discount card owner has right to get discounts for services and duplicates in size 3% and to increase discount through costs saving on the personal account, being served at any enterprise of trade and service net UkrAUTO

Besides constant special offers and discounts, which are active in selling places, studied companies have constant active loyalty programs, which provide to use funded (savings) cards, which give right to have discounts for joint services and transport complements.

In spite of the low level in rating, promotional tour is personal selling element, because it gives opportunity to client to follow all stages of car creation, to estimate the producing process, utilities quality. Promotional tour is personal advertisement, which gives opportunity to sort out in services and quality, which company gives. The simple advertisement is not very

important for goods from markets B2B, that's why such personal advertisement is urgent.

One of the promotional tours varieties, which are organized for journalists are press-tours. It's some kind of excursion, organized for press workers, in order to attract attention to company. The main tendencies to conduct press-tours for commercial vehicles market in Ukraine are:

- press-conferences and ability for journalists to communicate with leaders of company-organizer, constructors and workers;
- demonstrations of plant capacity, its production lines through excursion;
- representation of product innovation by company-producer to the market or plant, that is as a rule informational matter to organize press-tour.

To increase pleasant effect during promotional tour, its participants are often presented with brand gifts. It can be the last number of corporative journal, which provides with additional information about company or souvenir production, which will remind about visit to enterprise and enterprise at a whole. Souvenir production – is a thing, which has logotype and/or company brand sign [4] (Table 3).

Table 3 – Types of the souvenir production, (developed by the authors on the basis of [4])

Souvenir production		
Promotion-souvenirs	Business-souvenirs	VIP-presents
Cheap souvenir production, which is given in big numbers at events, organized by enterprise or at the invited events.	More valuable production, which is given to partners, clients and company workers.	Presents for partners and clients, as a rule, are dedicated to some celebrations, such as anniversary or beneficial contract. Presents are more oriented and personal.
For example: inexpensive pens, notebooks, brand papers, fobs, calendars etc	They include both usual souvenirs, but of better quality, and more expensive production: folding calendars, cups, T-shirts, brand flash drives etc	For example: watches, presents with name engraving

The main tasks of the souvenir production are to promote brand, because souvenir serves as reminding about company (Figure 3).

Functional souvenirs are more popular, because there is more probability of their further use.

It is necessary to inform the own activity both for consumers and for clients. The sources for such information are corporative journals. There are various classifications of corporative journals, but their main aim is to increase company image. In general such mass media type is usually focused on two main consumers: 1) clients and partners; 2) staff.

Corporative journal for clients and partners has public access, given information is open. Materials, which are published, have informative character and are thinned with publications concerning company. Since there is no direct advertisement in the corporative journals, the confidence level is higher.

Sometimes the corporative journal for staff is secret information of the company, and that's why it isn't liable to divulge. More often such informing type is used to improve internal workers' moods. Various trainings, seminars, advanced training courses are organized with the analogical purpose. In order to keep collective as one team, one needs to keep it up. The corporative journal within company – is not only the possibility to extend information, but also ability to promote the company, through showing of company results as a whole, and separate collective units (Figure 4).



a) VIP present

b) business souvenir

Figure 3 – The souvenir production examples from Ukrainian commercial vehicles producers



Figure 4 – Corporate journal “Steel character” of the company “АвтоКРАЗ”, (cover samples are located in [6])

Collection of materials and corporate journal publishing can be laid on workers and independent company. Everything depends on budget, which is at company disposal; tasks, which are given to publishing and existing possibilities. It’s difficult to organize the issue with own powers, because companies face many problems: absence of qualified journalists, facilities and licenses for such activity. That’s why the majority decides to give these powers on out-sorting company. It gives opportunity not only to save costs, but provides your issue by qualified journalists.

Next stage is to spread such journal. There is also a problem for some companies which is easy to solve. Clients can get corporative journal of the company as souvenir production at various events, either bazaar or exhibition. Loyal clients can get journal by courier delivery or post. If the corporative issue is oriented to existing or potential workers, they are better to be spread on trainings and seminars, because only workers, interested in it, gather there.

For those, who have no own corporative journal, but try to get additional publications – expert articles in specialized mass media. Such publications are achieved by different ways: as result after participation in specialized events (events for leading thematic mass media, and for company managers it is a ground to communicate with press representatives), innovations in the company activity and product modification. If there is no such informational ground, the company creates it synthetically and invites journalists to spread information about the company in mass media. As a rule, such articles are located on site of the company in section “News” or “Mass media about us”, and also are duplicated in social nets.

Together with corporative journals companies create their pages in video-nets, the most popular of which is YouTube. Companies can represent there all video-materials concerning their activity (Fig. 5).



Figure 5 – Still-frame images of the corporative video from commercial vehicle Ukrainian producers

Due to the impact on consumer corporative video is one of the most influencing promotion methods, because it connects main advantages of instruments:

- perception of information through main channels (sight – 80% and hearing 15%);
- ability to demonstrate all advantages of the promoting product – video clip may be added with video-report from exhibition, interview with supervisors/managers/workers, demonstration of technique under real life conditions, and thus to show all power of the suggested good;
- demonstration of video clip to the target audience, which is interested in its watching.

There is great deal of the corporative video classifications. Video appeal to personnel is separately distinguished, or holiday corporative video clip. When we mean corporative video clips, oriented to clients, the represented classification on Figure 6 generalizes main features.

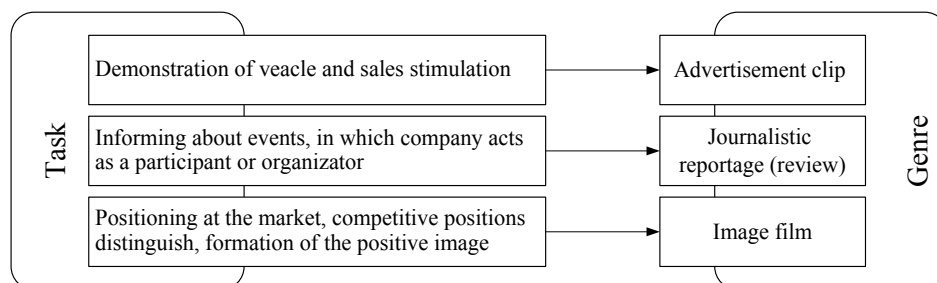


Figure 6 – Genres of the corporate video-clips depending on set tasks

Poster corporate video is often distinguished as separate genre. It is specially prepared to present company on exhibitions, but it may be also one of the advertisement clip types. Depending on the set tasks company chooses own genre of the corporate video.

Corporate video is not only the advertisement clip of the company, but also a story about it, its activity, development plans, clients. It is the result of company and personnel work.

Within internet-marketing actions companies use traditional marketing elements in Internet to get maximum effect from potential site audience (see Figure 7).

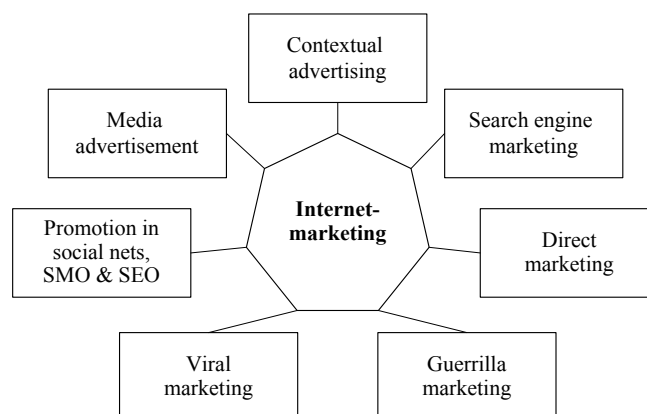


Figure 7 – Main elements of the Internet-marketing, (adapted from [5])

The advertisement in Internet is the most using and effective for market B2B. It is explained with such market peculiarities:

- consumer sees it only when he writes proper key words on your search, and it filters those persons, who are not interested in general, as a result page review by unique visitors;
- as a rule, banners are used within remarketing – when a client have already been on your site, and that’s why was interested by it and its production.

CEO-optimization – company activity to promote corporate page in Internet, to improve it in searching systems. There was an opinion that such kind of marketing activity is more urgent for B2C companies, but foreign experience of companies participants from market B2B proved another view. Thus, companies-producers try to have pages in social nets (Facebook, Twitter, Vkontakte, etc.) [5].

The exhibition activity allows participants to tune contacts either with potential consumers and partners, or with competitors. It is a real chance to demonstrate advantages of technique under real labor conditions. Every company has its targets and aim to participate in exhibition activity (Fig. 8). In spite of it exhibition is the important method to promote product, particularly at the market b2b, which presents commercial vehicle.

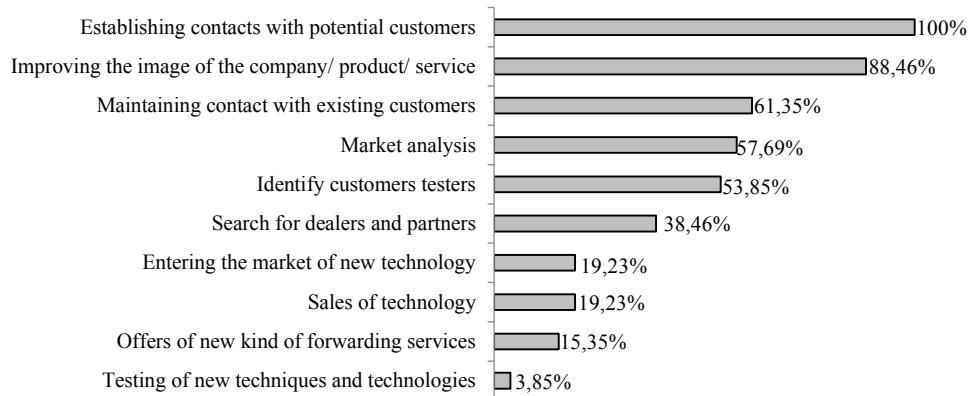


Figure 8 – Objectives of the company concerning its participation in commercial vehicles exhibitions

According to data of “AutoTechService”, exhibition in 2013 had such results: 73,11% of exhibitors found new partners among professional visitors, 63% of exhibitors often take part in exhibition.

As a rule, exhibitions are held during 3 days. Meanwhile companies-participants have opportunity not only to demonstrate their technique in work, but to consult with experts, participate in conferences, sign contracts and communicate with mass media. Organizers of exhibition concentrate their activity in spring before building season and after its finish in October. Tendencies of the market and state economy in last years, demand decrease of the exhibition budgets from organizers. It means that companies unit their exhibitions and hold them simultaneously at one exhibition place. So, in 2014 “BuildTech” was simultaneously with KyivBuild and ConMac during March 3-6 on the International exhibition center square.

Conclusions and directions for further researches. Analysis of the main promotion methods at the commercial vehicle market allows to reveal main tendencies, which are used at modern stage. Main factor is specific of the market B2B, which foresees more detailed work with clients, which becomes more detailed and not mass character. Promotion methods efficiency rating has factors different from that money, which company gives from budget to realize them. Company gives much money to demonstrate technique and loyalty programs opportunities. First visually show all advantages of technique not only in poster view, but in real conditions with ability to use technique on themselves; and at the same time second – fasten client to proper brand, make him loyal.

Not only result – product is important to demonstrate technique capacity, but also conditions under which it is produced. That’s why big part of marketing budget companies is allocated for promotional tours for plants both for purchasers and journalists, giving them informational reason for next publications. Some large companies not only control the

publications in industry publications and order them independently, but also have own corporative journals. They are spread among clients for informing them about company activity, and among workers to support corporative spirit. Exhibition activity plays great role in the marketing activity for market B2B, because it is great chance to demonstrate its new production, groundworks and future plans, both for competitors and target audience. Exhibition activity foresees not only to put poster with materials, it also concerns participation in round tables and conferences, held within event.

About 6% of budget is allocated for Internet-marketing, which includes CEO-optimization and running of corporative site and pages in social nets. There was opinion that social net is not the best platform for market B2B, and positive experience of foreign companies prove, that one can and need to find his target audience everywhere. Various marketing agencies suggest services of the corporative videos, which differ by genres, depending on tasks, which have to be solved. The company, which needs to demonstrate new product to stimulate sale, will choose advertisement clip, and also to strengthen company reputation and its positive positioning will be contributed with image film.

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Методи просування на ринку комерційного автотранспорту України: аналіз, ефективність, перспективи

У статті розкриті основні методи просування комерційного автотранспорту на ринку України. Досліджено основні переваги та недоліки методів просування на ринку комерційного

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автотранспорту, визначено пріоритетність їх використання. Визначено основні тенденції використання методів просування на ринку комерційного автотранспорту України.

Ключові слова: методи просування, комерційний автотранспорт, імідж компанії, позиціонування на ринку, виставкова діяльність, корпоративні журнали, промо-тури, корпоративні фільми, SEO-оптимізація, реклама.

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Методи продвижения на рынке коммерческого автотранспорта Украины: анализ, эффективность, перспективы

В статье раскрыты основные методы продвижения коммерческого автотранспорта на рынке Украины. Исследованы основные преимущества и недостатки методов продвижения на рынке коммерческого автотранспорта, определена приоритетность их использования. Выявлены основные тенденции использования методов продвижения на рынке коммерческого автотранспорта Украины.

Ключевые слова: методы продвижения, коммерческий автотранспорт, имидж компании, позиционирование на рынке, выставочная деятельность, корпоративные журналы, промо-туры, корпоративные фильмы, SEO-оптимізація, реклама.

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